

FOR IMMEDIATE RELEASE



in Collaboration with Incanto Productions LLC
Presents

PINOCCHIO The Italian Musical

DIRECT FROM ITALY “PINOCCHIO THE ITALIAN MUSICAL” MAKES AMERICAN DEBUT - ONE WEEK ONLY!

The Kaye Playhouse at Hunter College, New York, October 19 - 23, 2010

NEW YORK, NY, USA – July 27, 2010 – Today, the leading Italian musical comedy theatrical production company, Compagnia della Rancia in collaboration with Queens-based Incanto Productions LLC and The Kaye Playhouse at Hunter College, enthusiastically announced the American debut of “PINOCCHIO *The Italian Musical*” for one week only October 19 - 23, 2010.

Over 460,000 viewers worldwide since 2003, the New York performances will be in Italian with English subtitles

“We are thrilled to bring a piece of Italian heritage and culture to America with the timeless messages of embracing differences and the importance of family found in PINOCCHIO,” said the Italian artistic director, Saverio Marconi.

“PINOCCHIO *The Italian Musical*” is based on the most popular Italian fairytale, ‘The Adventures of Pinocchio,’ written in 1881 by Carlo Collodi. This modern musical adaptation features a diverse genre of music, including rock ballads, operetta, canzone, hip-hop and Latin – and is ideal for children and adults of all ages.

“Being Italian and based in Queens, we are extremely excited to bring the Italian cast and sets to the Big Apple so that American audiences can be entertained and touched by this two-hour trip to Italy without ever getting on a plane!” said Simona Rodano, Co-Founder, Incanto Productions LLC, and “Angela” in Pinocchio the Italian Musical.

“We are confident adults and children will be captivated by the musical theater and the Italian culture depicted in the performances,” said Mary Sarah Baker, general manager at The Kaye Playhouse Theater.

Tickets are \$87, \$70 and \$47. To Purchase Tickets please contact The Kaye Playhouse Box office at (212) 772-4448 (M-F 12:00 p.m. – 6:00 p.m.) The Kaye Theater at Hunter College is located at 695 Park Avenue (E 68th St btw Park and Lexington Aves.). Easy Subway access. Discounted parking and restaurant dining available. For more information please visit www.pinocchiotheitalianmusical.com.

About Compagnia della Rancia - Founded in 1983, in Tolentino, a small village in Marche region of Italy, Compagnia della Rancia has been the main musical Production Company in Italy since 1988. The Company was at first devoted to drama productions and later on specialized in great musicals. Following the passion of Artistic Director Saverio Marconi - who began his career as an actor for cinema, theatre and TV and is today one of the most popular Italian theatrical and opera directors in Italy - Compagnia della Rancia later began producing the most popular international shows, entirely translated into Italian, encouraging the spread of a genre at the time not very popular in the Italian theatre arena. In addition to debuting “PINOCCHIO Il Grande Musical” in 2003, Compagnia della Rancia has successfully staged Italian musical theater productions of leading Broadway musicals such as: CATS, Cabaret, A Chorus Line, Grease, La Cage aux Folles, The Producers, Sweet Charity and West Side Story just to name a few. For more information please visit : www.pinocchio.musical.it

About I Pooh - Music for *PINOCCHIO The Italian Musical* is by leading Italian rock band, I Pooh, one of the world's longest lasting bands with a 40 year career and over 25 million albums and 23 millions singles sold. For more information please visit: www.pooh.it

About Incanto Productions LLC - Based in Astoria, Queens and founded in 2006, Incanto Productions specializes in producing Italian language entertainment programs for the American market. In 2009 founder, performer, and producer, Simona Rodano, was recognized by the Association of Italian American Educators (AIAE) for her interactive DVD and live performance Italian language learning edutainment program, La Fata Italiana The Italian Fairy™. www.italianfairy.com.

About The Kaye Theater at Hunter College - Dedicated in 1942 by Franklin Delano Roosevelt, The Kaye Playhouse is filled with an air of historic elegance with modern-day amenities. The theater continues to be home to a wide array of national and international events, including theatrical productions, dance performances, chamber music and opera, film/photo/television shoots, fashion shows, jazz concerts, lectures, corporate meetings, vocal concerts, children's shows, and a wide range of other programming. With its convenient location on 68th Street and Lexington Avenue, The Kaye is located near a multitude of world-renowned restaurants, affordable parking, and is just three stops from Grand Central Terminal on the number 6 train. Each season, the Kaye Playhouse hosts over 200 events, bringing an eclectic mix of live performances to over 100,000 theatergoers annually.

###

MEDIA CONTACTS:

Veronique Marchal
Media & Marketing
Incanto Productions LLC
Cell: (203) 219-2807
veronique@andactiononline.com

Mary Sarah Baker
General Manager
The Kaye Playhouse at Hunter College
Tel (212) 772-4471
mary.sarah.baker@hunter.cuny.edu

Sara Maccari
Press Office
Compagnia della Rancia
Cell: (0039) 335 1857543
sara.maccari@musical.it